

# Oddero Barolo 'Rocche Rivera'

## THE FACTS

COUNTRY: Italy

REGION: Piedmont

APPELLATION: Barolo

## THE STORY

Our company was born thanks to Luigi Oddero, an oenologist and man of great curiosity and culture, deeply and viscerally in love with his land, the Langa. A country gentleman, as Mario Soldati defined him in his 1975 interview reported in the book *Vino al Vino*, who contained within himself the peasant spirit and the long-term vision, representing the fusion between the energies of the past and the desire to look to the future.

Today, after Luigi's passing, the company is managed by his wife Lena and his children, Maria and Giovanni, whose names are in honor of their grandparents, those who began the centuries-old history of the company. Here too, tradition becomes continuity, with a thread that links the beginning of the 19th century, the present and the future.

